

May 13, 1952

President Charles E. Friley
117 Beardshear
Iowa State College

Dear President Friley:

This is to advise you of progress made by the Radio and Television Teaching Committee with respect to a summer television conference on "Building and Operating an Educational Television Station which we would propose to hold on the Iowa State Campus July 14 through July 18.

We would expect members of the conference to include school and college administrators and educational radio and television directors from those same schools.

Inasmuch as the Joint Committee on Educational Television has complete data on institutions which have expressed an official interest in television, it would be proposed that we avail ourselves of their mailing list and transmit for us the necessary invitations and descriptive brochure. Thus Iowa State would not be in the position of making some implied determination of what schools could and could not operate television stations as would be the case if we issued direct invitations.

You will recall the Committee previously had recommended a conference for these same dates involving different program and production areas of television at an estimated cost of \$6,200.

In view of a number of developments including lifting of the FCC freeze, the reservation of 242 channels for education, the expressed need and concern of many educational institutions for basic information, the Committee wishes to withdraw its previous proposal and to substitute the present one.

Another factor in our revised proposal is the request of the National Association of Educational Broadcasters to hold a conference for educational radio station managers at WOI-TV and to contribute funds presently estimated at \$1,500 and some manpower for such an endeavor. Their executive secretary, James Miles, and a representative from the Kellogg Foundation, Mr. VanDuyn, will be on campus tomorrow to discuss this matter and to consider a joint and expanded conference which would involve educational administrators as well as station managers.

May 13, 1952

Mr. Ralph Steetle of the Joint Committee on Educational Television indicates the American Council on Education would very probably like to endorse this conference and offer any assistance possible as well as the JCET itself.

We would propose, on the basis of recommendation by the sub-committee (Marvin, Lorch, and Hull) and the general committee, to have a 2-day orientation session which would attract perhaps 100 or more people and to follow this up with a workshop for a more restricted group which would proceed on a seminar basis to examine some of the problems more closely.

Dr. George Town really keyed the concept of the conference when he said, "Iowa State is the only institution with actual experience. We should endeavor to base our conference on that fact."

In addition to the \$1,500 anticipated from the NAEB it is estimated that an additional \$2,500 would be required either from General College Funds or from WOI-TV Ford Foundation Research Funds or both to handle expenses of some consultants in the engineering field, some FCC personnel, and an attorney in addition to costs of printing, etc.

We are requesting your tentative approval for this proposal in order that we may negotiate more effectively with the NAEB and Kellogg people tomorrow.

Sincerely yours,

Richard B. Hull
Radio-TV Director

Joseph H. North
Coordinator of Radio
and TV Education

PROPOSED TELEVISION CONFERENCE & WORKSHOP

Iowa State College

July 14-19

- Objective:** To provide basic orientation and information on the construction and operation of an educational television station in terms of WOI-TV and related educational TV broadcast experience.
- Attendance:** College, university, and public school administrators; radio directors at universities, colleges, and secondary schools. Total attendance would be restricted for the conference to 100; attendance for the workshop would be restricted to 40.
- Registration:** No registration will be accepted after July 1. Registration fees of \$6.50 will be charged for the "Conference Period" (July 14, 15, 16); registration fees of \$15.00 will be charged for the "Workshop Period" (17, 18, 19).
- Structure:** Conference would be divided into two sections--"General Conference" and "Workshop" each three days in length.
- General conference period would be devoted to lectures, demonstrations, discussions, and exhibits on the basic theme of "Building and Operating an Educational Television Station."
- Workshop period would be devoted to more detailed exploration of problem areas of TV station construction, equipment, staff, operation, and production. The group of 40 would be divided into groups of 10, each with a consultant leader. It is expected this more restricted group would consist of representatives from educational institutions who expect to build stations in the immediate future.
- Resource:** Dr. George Town, associate director, Engineering Experiment station.
- Personnel:** L. L. Lewis, chief engineer, WOI-AM-FM-TV and staff.
Edward P. Wegener, program manager, WOI-TV and staff.
James Butts, chief engineer, KWWL, Waterloo, Iowa.
Ralph Steetle, executive director, Joint Committee on Educational Television.
Seymour Krieger, JCHT attorney.
Rudy Bretz, former CBS-TV producer.
Mayo Simon, FAE producer-writer.
William Levenson, assistant superintendent, Cleveland Schools.
Paul Walker, chairman, Federal Communications Commission.

Richard B. Hull, director, WOI-AM-FM-TV
Charles Guggenheim, Cowan Agency, New York City
Wilbur Schramm, Dean of Communications, University of Illinois.
Dr. Joseph North, teaching coordinator, Radio & Television.
Irving Merrill, Communications Research, University of Illinois.

Problem Areas:

How to apply for a construction permit from the FCC---

Necessary engineering data, maps, population figures, cost estimates, financial responsibility, policy statements, engineering and legal consultation.

Constructing a television station---

Basic equipment for a minimum station, more elaborate layouts, transmitting equipment, film equipment, lighting equipment, locating a tower site, the transmitter building, microwave relays, mobile units, a master plan with variables for different situations.

Operating a television station---

Hours of operation, staff requirements, staff training, minimum and maximum staff, minimum and maximum hours of operation, legal requirements for commercial and non-commercial stations established by the FCC, interpretations of rules.

Program and production problems---

Live, film, studio, remote, kinescope, and network programming. Local and national resources, problems in exploiting resources. Program comparisons and demands differ in radio and television.

Engineering consideration---

Equipment and maintenance, tubes and tube life, contractual relationships, tests, FCC reports, equipment depreciation, stockpiling, supplies, obsolescence, color television, VHF and UHF.

Administrative and financial structures---

Basic costs and philosophy of operation; place of TV in the university administrative and school administrative structure, special and general uses of TV, closed circuit and broadcast considerations, uses for special groups classroom, farm, city, women, children, formal teaching.

Children's. Include programs directed to children. Exclude child guidance programs, and broadcasts for use in schools.

P

Public Institutional. Include promotional and recruiting programs concerning such institutions as the Army, Navy, Red Cross, YMCA, Cancer Fund, etc.

Q

Other. (Please write a few words of description opposite such programs on the program log.)

R

2. Sources of Programs. Please write opposite each program segment on your program log the symbol representing the source of the program. Where the program is a blend of sources (i.e. a record show built around a story written and produced locally), classify the program according to where you consider its "center of gravity" to lie.

Source of Program

Symbol

Local live programs
(either simultaneous or delayed)
Instantaneous Rebroadcast (other than
commercial network)
Recorded or Transcribed Library
Wire Service
Network (either simultaneous or delayed)

V

W

X

Y

Z

3. Please remember to write two symbols opposite each entry in your program log. First, the class-of-program symbol and second, the source of program symbol.

DWS:ats
12/1/51
8637

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the
National Endowment for the Humanities.